

# Analizando estadísticas, mejorando procesos

ELSEVIER



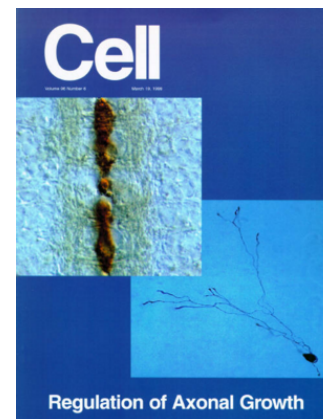
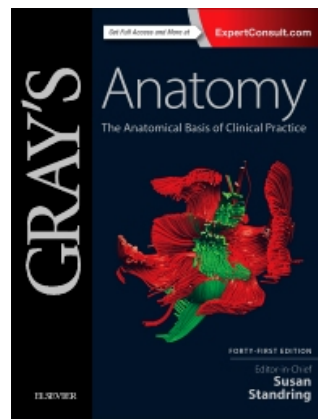
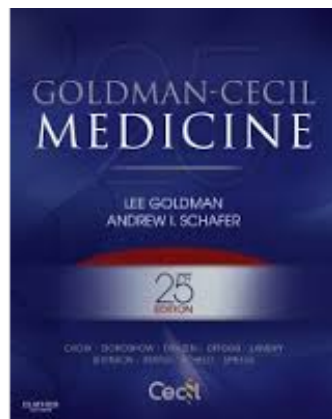
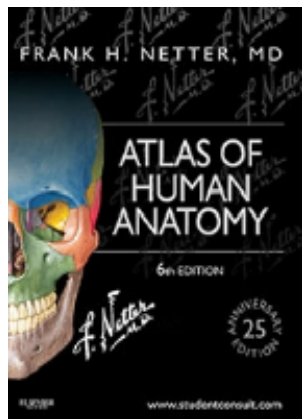
Carolina Ochoa

30 Septiembre 2016

# ¿Quiénes somos?



We provide over **25%**  
of the world's clinical content



ClinicalKey<sup>®</sup>



Scopus

Elsevier eLibrary

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Elsevier NNN

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FECHA 18-sept.-2016

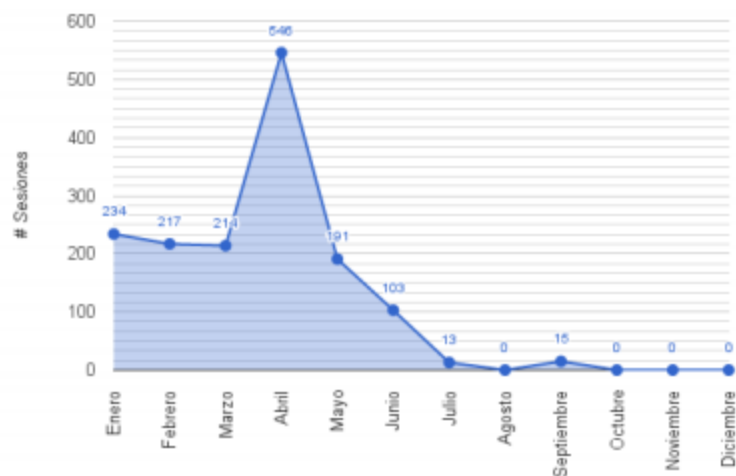
NNNConsult

|              |            |           |            |
|--------------|------------|-----------|------------|
| Fecha inicio | 01/01/2016 | Fecha fin | 31/12/2016 |
|--------------|------------|-----------|------------|

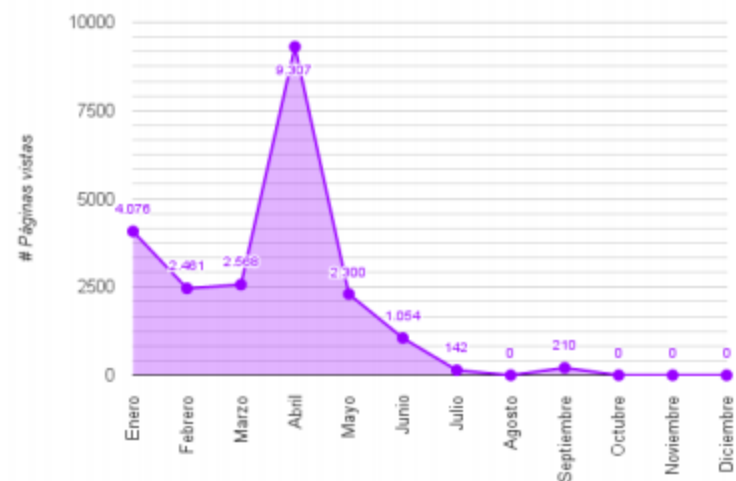
## MÓDULO DE TAXONOMÍAS

|               | 2016  |         |       |       |       |       |       |        |            |         |           |           |        |
|---------------|-------|---------|-------|-------|-------|-------|-------|--------|------------|---------|-----------|-----------|--------|
|               | Enero | Febrero | Marzo | Abril | Mayo  | Junio | Julio | Agosto | Septiembre | Octubre | Noviembre | Diciembre | YTD    |
| SESIONES      | 234   | 217     | 214   | 546   | 191   | 103   | 13    | 0      | 15         | 0       | 0         | 0         | 1.533  |
| PÁGINAS VISTA | 4.076 | 2.461   | 2.568 | 9.307 | 2.300 | 1.054 | 142   | 0      | 210        | 0       | 0         | 0         | 22.118 |

Sesiones



Páginas vistas



## ¿Qué tienen en común estas plataformas?

| Book Report 2 (R1)                                 | Number of       |                        |               |      |              |              |
|--|-----------------|------------------------|---------------|------|--------------|--------------|
| Date run:  |                 |                        |               |      |              |              |
| 08/07/2016   |                 |                        |               |      |              |              |
|  | Publisher       | Platform               | ISBN          | ISSN | Jan-2016     | feb-16       |
| <b>Total for all titles</b>                        | <b>elsspain</b> | <b>ipublishCentral</b> |               |      | <b>25195</b> | <b>23855</b> |
| Administración de medicamentos y cálculo de dosis  | elsspain        | ipublishCentral        | 9788445825266 |      | 118          | 0            |
| Agentes físicos en rehabilitación                  | elsspain        | ipublishCentral        | 9788490224588 |      | 0            | 19           |
| Anatomía y fisiología                              | elsspain        | ipublishCentral        | 9788490220344 |      | 32           | 429          |
| Anatomía y fisiología                              | elsspain        | ipublishCentral        | 9788490223963 |      | 2904         | 3859         |
| Atención familiar y salud comunitaria              | elsspain        | ipublishCentral        | 9788480865241 |      | 1            | 0            |
| Atlas de anatomía humana                           | elsspain        | ipublishCentral        | 9788445826089 |      | 404          | 23           |
| Atlas de Anatomía Humana                           | elsspain        | ipublishCentral        | 9788445821725 |      | 7            | 0            |
| Atlas en color de anatomía veterinaria. El caballo | elsspain        | ipublishCentral        | 9788490220634 |      | 46           | 381          |
| Atlas en color de anatomía veterinaria. Rumiantes  | elsspain        | ipublishCentral        | 9788480865418 |      | 25           | 32           |
| Autoevaluación en enfermería                       | elsspain        | ipublishCentral        | 9788445821572 |      | 0            | 0            |
| Bioestadística amigable                            | elsspain        | ipublishCentral        | 9788490226513 |      | 0            | 48           |
| Bioética en Ciencias de la Salud                   | elsspain        | ipublishCentral        | 9788445823798 |      | 0            | 66           |
| Bioquímica médica                                  | elsspain        | ipublishCentral        | 9788490228456 |      | 31           | 0            |

| ISBN          | ISSN |              | Jan-2016 | feb-16 | mar-16 |
|---------------|------|--------------|----------|--------|--------|
|               |      |              | 132      | 158    | 90     |
|               |      |              | 269      | 304    | 242    |
| 9788445825266 |      | Searches run | 0        | 0      | 1      |
| 9788445825266 |      | Sessions     | 2        | 0      | 2      |
| 9788490224588 |      | Searches run | 0        | 0      | 0      |
| 9788490224588 |      | Sessions     | 0        | 1      | 0      |
| 9788490220344 |      | Searches run | 7        | 12     | 4      |
| 9788490220344 |      | Sessions     | 2        | 10     | 4      |
| 9788490223963 |      | Searches run | 2        | 11     | 0      |
| 9788490223963 |      | Sessions     | 10       | 23     | 16     |

| Title  | Downloads |
|--|-----------|
| Implantología contemporánea                              | 19        |
| Atlas de anatomía humana                                 | 19        |
| Periodoncia  | 16        |
| Odontología restauradora                                 | 16        |
| Ortodoncia   | 15        |
| Ortodoncia contemporánea                                 | 12        |
| Solucion de problemas en endodoncia                      | 10        |
| Manual de odontología pediátrica                         | 10        |
| Cirugía oral y maxilofacial contemporánea                | 10        |
| Tratamiento de oclusión y afecciones temporomandibulares | 9         |
| Radiología básica. Aspectos fundamentales                | 9         |
| Guía de bolsillo de enfermedades orales                  | 9         |
| Cohen. Vías de la Pulpa                                  | 9         |
| La excelencia en ortodoncia                              | 8         |

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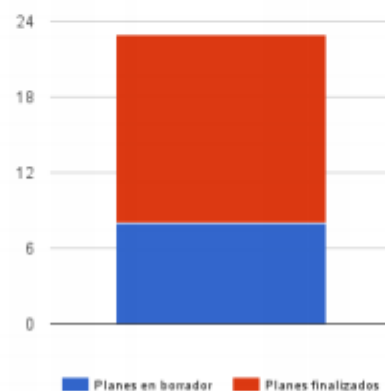
FECHA 18-sept.-2016

NNNConsult

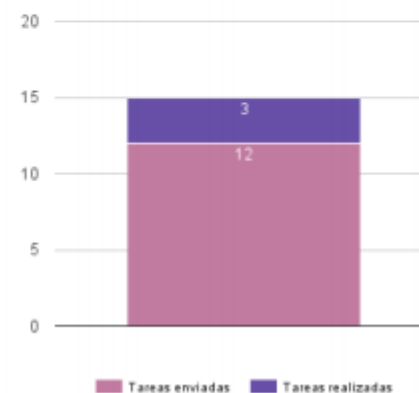
## MÓDULO DE PLANES

|                           |     |
|---------------------------|-----|
| Planes creados            | 23  |
| Planes independientes     | 10  |
| Planes dependientes tarea | 13  |
| Planes en borrador        | 8   |
| Planes finalizados        | 15  |
| Tareas enviadas           | 12  |
| Tareas realizadas         | 3   |
| # alumnos registrados     | 215 |

Planes de cuidados



Tareas





## Glossary

| Term                 | Description  |
|----------------------|--|
| Usage Events         | All usage for Clinical Key (CK) is tracked as "events" - the traditional web analytics metric "pageviews" is not directly applicable to CK due to the advanced nature of the web application. Most interactions with users are accomplished without reloading the browser page. Currently, the following usage events are available in reports and are categorized as "DISCOVERY", "CONTENT", or "ADVANCED TOOL" events.   |
| Discovery Usage      | Usage events that are related to the discovery of content; currently comprised of "Searches" and "Browses."  |
| Searches             | A count of events when a user initiates a new search or further refines a search; currently includes the submission of any query to CK as well as the refinement of search results using the faceting tools (by content type or content specialty) located on the left side of the search results page.  |
| Browses              | A count of events when a user initiates a browse through content by content type (Books, Journals, Practice Guidelines, Patient Education, etc).   |
| Content Usage        | Usage events that are related to the consuming of content; currently comprised of "Content Views," "PDF Downloads," and "Content Prints."  |
| Content Views        | A count of events when a user makes a full HTML view of content or views an image, video, or audio multimedia element. Note this metric may be higher than COUNTER HTML for a particular content type, since COUNTER does not include the image, video, or audio elements.   |
| PDF Downloads        | A count of events when a user initiates a download of content as a PDF file to his or her local system.  |
| Content Prints       | A count of events when a user initiates printing of content.   |
| Advanced Tool Usage  | Usage events that are related to features on the site for storing, retrieving, or integrating content into presentations; currently comprised of "Saved Content", "Presentation Maker", and "Email Content" elements. Note that individual registration is a prerequisite for these events.  |
| Saved Content Adds   | A count of events when a user adds a content element to his or her menu.   |
| Saved Content Opens  | A count of events when a user retrieves a content element from his or her menu.  |
| PPT Maker Adds       | A count of events when a user adds a content image to his or her presentation maker.   |
| PPT Exports          | A count of events when a user exports PPT maker content from his or her presentation maker.  |
| Email Content        | A count of events when a user uses a citation for drug monographs, images, and patient education materials referencing the copyright holder, the title of the material, the type of material it is, a reference to ClinicalKey with the appropriate URL, and the date it was viewed.   |
| Topic Pages Accessed | Topic Pages are a feature in ClinicalKey designed to deliver synthesized overviews for fact, concise answers. Topic Pages contain information about risk factors, clinical manifestations, treatments and more, as well as links to specialty-specific answers and related drugs. A link out to search results is included when deeper evidence is needed. Currently, the following Topic Pages metrics are available in reports "Topic Pages View" and "Topic Page Term". |
| Topic Page View      | A count of the number of topic pages accessed on the ClinicalKey application.  |
| Topic Page Term      | A count of the number of concepts that resulted in a Topic Page rendering.   |



|                       | JAN    | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | YTD     |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|---------|
| Discovery Usage Total |        |        |        |        |        |        |        |         |
| Searches              | 11,133 | 12,120 | 11,780 | 11,369 | 12,707 | 12,878 | 8,184  | 80,180  |
| Browse                | 25,402 | 28,291 | 28,893 | 26,329 | 48,321 | 27,807 | 27,830 | 203,002 |
| Topic Page Views      | 872    | 855    | 948    | 1,008  | 1,171  | 921    | 43     | 5,088   |

|                     | JAN    | FEB    | MAR    | APR    | MAY    | JUN    | JUL    | YTD     |
|---------------------|--------|--------|--------|--------|--------|--------|--------|---------|
| Content Usage Total |        |        |        |        |        |        |        |         |
| Content Views       | 18,398 | 21,882 | 23,307 | 20,013 | 27,110 | 21,389 | 15,878 | 147,758 |
| Topic Page Views    | 1,898  | 2,184  | 1,900  | 1,874  | 2,211  | 1,088  | 1,892  | 13,858  |
| PDF Downloads       | 20,803 | 25,784 | 28,790 | 22,880 | 34,830 | 23,158 | 18,023 | 175,968 |
| Content Prints      | 280    | 280    | 314    | 283    | 284    | 296    | 222    | 1,819   |

|                           | JAN | FEB | MAR | APR | MAY | JUN | JUL | YTD |
|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|
| Advanced Tool Usage Total |     |     |     |     |     |     |     |     |
| Small Content             |     | 77  | 109 | 171 | 94  | 45  | 218 | 848 |
| Presentation Export/Full  |     | 27  | 34  | 18  | 9   | 81  | 50  | 218 |
| Saved Content Add/Opens   |     | 58  | 165 | 149 | 92  | 120 | 118 | 702 |

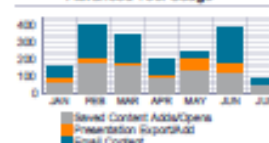
Discovery Usage



Content Usage



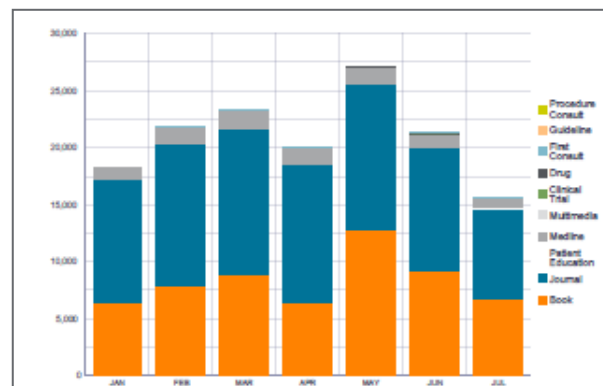
Advanced Tool Usage



## Performance Metrics

|                                  | JAN  | FEB  | MAR  | APR  | MAY  | JUN  | JUL  |
|----------------------------------|------|------|------|------|------|------|------|
| Performance Metrics              |      |      |      |      |      |      |      |
| Unique Content Titles Viewed (1) | 1314 | 1428 | 1412 | 1322 | 1807 | 1810 | 1270 |
| Registered User Count (2)        | 275  | 328  | 275  | 305  | 358  | 401  | 283  |

1. Number of unique content titles viewed by users each month  
 2. Unique count of registered individuals who were actively logged into their account during the reporting period



## Top 20 This Month

| Top 20 Search Terms | Searches | Top 20 Topic Pages Accessed | Topics | Top 20 Content Publications | Views |
|---------------------|----------|-----------------------------|--------|-----------------------------|-------|
| caso clinico        | 54       | porfiria                    | 4      | Medline                     | 898   |



## ¿Para qué?

Proporcionar un servicio de valor a nuestros clientes y a nuestros usuarios finales, puesto que a través de las estadísticas podemos aprender acerca de su comportamiento y mejorar nuestros productos de acuerdo a vuestras necesidades.

**No podemos gestionar lo que no podemos medir.**